

1 most, the Telecom Act is very specific as to the  
2 requirements that are placed upon the telecommunications  
3 carriers such as BST. In the area of directories,  
4 BellSouth is required, and we have met that requirement, of  
5 white page listings. AT&T and any other carrier can list  
6 their customers' listings in our white pages in a non-  
7 discriminatory manner. In other words, full parity. The  
8 Telecom Act does not deal with yellow page listings; yet,  
9 BAPCO has undertaken with carriers such as AT&T  
10 negotiations that deal with yellow page listings.  
11 Similarly, BAPCO has dealt with the issue of call guide  
12 pages; again, it is not a requirement of the Act, but  
13 rather something that BAPCO thinks is a good business  
14 relationship.

15 So we do not believe, first of all, that the issue of  
16 logo is even an issue subject to any arbitration. It is  
17 well outside the scope of the Act and the requirements of  
18 the Act. That issue has been supported in every decision  
19 we have obtained in our region in arbitration, without  
20 exception.

21 Secondly, BAPCO has cooperated with every carrier to  
22 the extent possible. It has contracts with several  
23 carriers for directory issues well beyond the white page  
24 listings issue, and we believe has gone far beyond what is  
25 technically required, but is certainly willing to deal in

1       that area.

2               So, to summarize, they're not telecom carriers,  
3       they're not subject to arbitration. The issue of logo is  
4       not subject to arbitration. The only issue is the white  
5       page listings, and that is not even subject to arbitration  
6       here since we and AT&T agree on that; and beyond that,  
7       there should be no issue for this Commission to have to  
8       decide. As I said, all other commissions in the region  
9       have looked at the same issue and drew the exact same  
10      conclusion. Thank you.

11   A   *[Mr. Varner]*   I'd like to add one thing also to that--what was  
12      mentioned about a letter that came from BST regarding 10XXX  
13      listing. I'm not familiar with the letter specifically.  
14      However, we had been listing 10XXX codes in BST's call  
15      guide pages which we purchase from BAPCO, and if that's  
16      what the letter refers to, it would be appropriate for BST  
17      to send the letter since it was our call guide pages that  
18      we purchased from BAPCO wherein those 10XXX listings were  
19      being listed.

20   Q   *[Mrs. Taylor]*   This Commission is aware of many of the rulings  
21      in the other BellSouth states that have been issued thus  
22      far, and we would like to be informed as to why this  
23      Commission should grant the request of AT&T. And I would  
24      direct that to AT&T.

25   A   *[Ms. Winegard]* I would hope that this Commission would look at

1 every way it can to promote the development of competition  
2 and to assure that its constituents are not confused with  
3 the development of local competition. And for the  
4 development of competition, publishing the names and logos  
5 of all carriers on the predominant directory would further  
6 both of those purposes. It would assure consumers that  
7 their names and numbers are listed in the directory  
8 regardless of whether they subscribe to the service of  
9 BellSouth, or the services of AT&T, MCI, or any other  
10 carrier; and it would likewise assure them that the names  
11 and numbers of the individuals that they want to call are  
12 likewise published in that directory, and it would clearly  
13 show that there were competing carriers in South Carolina  
14 and eliminate any confusion.

15 So I think to promote the non-discriminatory purposes  
16 of the Act and to eliminate customer confusion, it is in  
17 the best public policy interest of this Commission to order  
18 BellSouth to include AT&T's logo on the cover of the  
19 directory. Thank you.

20 Q [Mrs. Taylor] How, as a practical matter, do you think this  
21 Commission could order BAPCO to fulfill AT&T's request  
22 when, in fact, it is not a party of record to this  
23 arbitration; or, if the Commission were to direct BellSouth  
24 to fulfill the request, how, in fact, could BellSouth bind  
25 BAPCO to fulfill the Commission's order? And this, again,

1 is to AT&T.

2 A *[Ms. Winegard]* BellSouth Telecommunications and BAPCO share a  
3 corporate parent--BellSouth Corporation--they share share-  
4 holders, and we believe they also do share employees and  
5 assets. We believe that this Commission can order  
6 BellSouth Telecommunications to direct it to direct BAPCO  
7 to include our name and logo on the directory.

8 Q *[Mrs. Taylor]* And if the BellSouth panel would like to respond  
9 to these issues at this time--and I'll be glad to repeat any  
10 questions if necessary?

11 A *[Mr. Scheye]* I just want to make one point, just a clarifying  
12 point. BellSouth Telecommunications cannot direct BAPCO.  
13 BAPCO is a separate entity. The relationship, we do not  
14 share resources, we do not share employees.

15 And, again, I think the issue--Mr. Carroll held up a  
16 directory page, a cover. It is very identical or very  
17 similar to the directory covers in every other state where  
18 we have arbitrated this issue. The same issue has arisen.  
19 As I said, every commission has come to absolutely the same  
20 conclusion: this issue is not subject to arbitration, it is  
21 well beyond the requirements of the Telecom Act, and  
22 certainly is well beyond the requirements of BST as a tele-  
23 communications service provider.

24 Q *[Mrs. Taylor]* Would you like to expand on the corporate  
25 structure of the two companies, and any affiliation or

1 relation, if any?

2 A [Mr. Scheye] BAPCO is a subsidiary of BellSouth Corporation.  
3 BellSouth Telecommunications is also a subsidiary of  
4 BellSouth Corporation. And that's basically the extent of  
5 the relationship. They are separate entities, they operate  
6 independently from us, we operate independently from them.  
7 To give you an example of how that relationship has worked  
8 with the 30 or 40 parties we've reached agreements with,  
9 and negotiated agreements, each of those parties, to the  
10 extent that they wanted any directory listings, guide  
11 pages, etcetera, signed a separate agreement with BAPCO.  
12 It was not signed by a BST employee; it was signed by a  
13 BAPCO employee. Those negotiations were held totally  
14 independently. BST employees did not participate.  
15 Similarly, when BST negotiated with the parties on non-  
16 listing directory matters, BAPCO was not involved.

17 So it was dealt with totally separately. As a  
18 convenience, we would send them a document, two documents  
19 at the same time for signature, the BAPCO document and the  
20 BST document, but that was the only commonality. We are  
21 separate entities, and we do not direct each other as to  
22 what we should do, and I'm sure that they would not accept  
23 our direction if we were to try to give it to them.

24 Q [Mrs. Taylor] Are any officers, directors, or employees or  
25 resources shared by the two companies?

1 A [Mr. Scheye] There's certainly no resources shared. To the  
2 extent that there are officers shared, to the best of my  
3 knowledge, there are none. BAPCO has its own officer and  
4 a board of directors, etcetera, as does BST. And to my  
5 knowlege, there's no sharing of resources or capabilities.

6 Q [Mrs. Taylor] In your opinion, then, BST and BAPCO operate  
7 entirely independent of one another, is that correct?

8 A [Mr. Scheye] I can tell you from my personal experience, yes,  
9 they do; and personally having dealt with the negotiations  
10 of many, many carriers, having negotiated on behalf of BST  
11 and watching BAPCO negotiate on behalf of BAPCO, they were  
12 totally independent, separate operations.

13 Q [Mrs. Taylor] And AT&T has an opportunity to respond briefly,  
14 if you wish.

15 A [Ms. Winegard] What I do know is that if you call the one  
16 number listed in the directory in Atlanta, Georgia, there  
17 is one number to get a directory delivered to your home, to  
18 get repair to your local telephone service, or to make any  
19 changes to your local telephone service. So, to that  
20 extent, from personal knowledge, there are shared resources  
21 between BAPCO and BST.

22 A [Mr. Carroll] I want to add one comment again, and it is readily  
23 apparent whose name is on this, and Don Perozzi, who heads  
24 up BAPCO, when I met with him, I asked him a simple  
25

1 question: "What are the terms and conditions to appear on  
2 this cover equal to BellSouth?" He would not disclose  
3 those; that was not an option at all. So, it appears to me  
4 that someone is directing them, and I believe it's readily  
5 apparent.

6 Q [Mrs. Taylor] Do the Commissioners have any questions on this  
7 issue at this time?

8 COMM. ARTHUR: I do.

9 **EXAMINATION BY COMMISSIONER ARTHUR:**

10 Q Is there still a competing telephone book out there?

11 A [Mr. Scheye] I believe there are alternate yellow page type  
12 books out there. BST also sells its listings to any  
13 carrier who wishes to use them for directory assistance  
14 purposes and, presumably, for directory purposes to the  
15 extent they wanted to. So, certainly the information is  
16 there for any provider.

17 Q I remember, I've seen one; I hadn't seen one recently, but  
18 I used to get one, a competing, independent telephone book.  
19 Is that still available now? Do y'all know that? Can  
20 anybody answer that question?

21 A [Mr. Carroll] I would say that it's very *de minimis*, and one of  
22 the ways to indicate this has to do with price for call  
23 guide pages, which run about \$25,000 per page--and when we  
24 did, I think \$50,000 is my memory about what we're paying  
25

1 for the call guide pages we're putting in, and I'm pulling  
2 those off my memory—we could not find a competing entity to  
3 deal with that as a way to leverage that price down, and we  
4 did do some calling around to other entities to try to find  
5 out why PacBell or SNET or U.S. West or other companies  
6 charge. We found quite a disparity in those rates, but in  
7 this area we couldn't get any kind of bid on those rates.  
8 So we went ahead and paid that price and authorized the  
9 call guide pages on the inside. But that's the only  
10 evidence we have of any kind of dominant carrier in terms  
11 of an area. Very superficial, but that's the indication we  
12 have.

13 VICE CHAIRMAN BRADLEY: Any other  
14 Commissioners have any questions?

15 [No Response]

16 VICE CHAIRMAN BRADLEY: Okay. Mrs.  
17 Taylor?

18 MRS. TAYLOR: Thank you.

19 Q [Mrs. Taylor] I think we'll move from that issue now, and I  
20 believe we might jump right into pricing. First, let's  
21 deal with Issue #21 and wholesale rates. Some questions  
22 may certainly cross over into Issue #22.

23 I'll first direct a question to the BellSouth panel.  
24 Should the wholesale rates equal retail rates less all  
25 direct and indirect costs related to all retail functions,



1 in your opinion?

2 A [Mr. Reid] Walter Reid, and I'll answer that question. The  
3 wholesale rates should follow the directions of the  
4 Telecommunications Act which says you start with the retail  
5 rates, and it's those costs that will be avoided by  
6 BellSouth which are used to determine the discount off of  
7 that retail rate. That's the plain wording of the Act, and  
8 that should be the way that costs are determined--the price.

9 Q [Mrs. Taylor] And now if the AT&T panel would like to respond  
10 to that question.

11 A [Mr. Lerma] Yes. My name is Art Lerma, and I'd like to  
12 respond to that, and I think I mentioned during my summary  
13 that the issue of indirect costs and the term that's used  
14 with reference to that is a misnomer because they're not  
15 really indirect costs, as such; they are costs directly  
16 related to the provision of retail services, but they're  
17 not accounted for separately. They are overhead that is  
18 basically there only because you have functions being  
19 performed by those parts of the company that are involved  
20 in the direct provision of retail services. As the size,  
21 as the amount of time and effort and labor and time that's  
22 being spent in the direct provisioning of retail goes down,  
23 obviously there is less of a need for particular areas of  
24 overhead. There is a direct correlation between those  
25 indirect overhead costs and the direct costs that are

1 related to retailing.

2 And the Act says specifically all costs that are  
3 related to retailing. The only difference here is, they  
4 are not accounted for separately.

5 A [Dr. Kaserman] Can I add a response to that, as an economist?  
6 Several things. First of all, I have a paper that is  
7 attached to my testimony that is forthcoming in the Journal  
8 of Regulatory Economics that deals with the avoided cost  
9 issue and what should and should not properly be included.  
10 This paper has been subjected to peer review by other  
11 economists before it was accepted for publication, so it's  
12 already gone through a market test, if you will.

13 The answer to the question is Yes, it should include  
14 direct and indirect costs, given Mr. Lerma's definition of  
15 what these indirect costs are. They are causally  
16 attributable to the provision of the retail stage  
17 activities and, therefore, should be included in the  
18 avoidable costs, or avoided costs. Let me give you an  
19 example. What you get into is sort of long run costs  
20 versus short run costs, and this gets up the notion of,  
21 *Should we only include the costs that we choose to avoid or*  
22 *we can avoid in the short run, or should we include costs*  
23 *that are avoidable in the long run by an efficient*  
24 *provider?*

25 Suppose the Company has a postage meter that they use

1 to send out bills to retail customers, and that's a fixed  
2 piece of capital, they can't turn around and sell it  
3 immediately, so let's say it's an indirect cost, it's a  
4 fixed cost. So the position may be, Well, we should not  
5 include it in the wholesale rate." Well, if you don't  
6 include it in a wholesale discount, then the competing  
7 company that comes into the market has to buy their own  
8 postage meter as well to send out their bills, okay. Now,  
9 they're paying for two postage meters. They're paying for  
10 this company's postage meter in the wholesale rate they  
11 apply because it's not deducted from the wholesale  
12 discount, it's not included in the discount, so it's not  
13 deducted from the retail rate to arrive at the wholesale  
14 rate. And then they pay for their own postage meter to  
15 send out these things. And you can see what that does is,  
16 it creates a barrier to entry into the resale market by  
17 forcing the company to pay for the asset twice.

18 A [Dr. Parsons] But, first, with regard to the language in the  
19 act, this is the language in the Telecommunications Act  
20 which is the most specific among many parts of the Act. It  
21 says *costs that will be avoided*; it doesn't discuss or  
22 suggest or imply in any way that it is some hypothetical or  
23 theoretical notion of costs which could, under some other  
24 environment, be avoided. In fact, Dr. Kaserman's statement  
25 is directly at odds with the statement that Ms. Winegard

1 made yesterday. Ms. Winegard suggested, properly, that if  
2 the avoided cost calculation is done correctly and  
3 reflecting only those costs that will be avoided, BellSouth  
4 should be indifferent about whether it sells its service to  
5 itself or it sells something at wholesale. It clearly  
6 appears that BellSouth is not indifferent to the 26 percent  
7 wholesale discount.

8 Having a notion of some costs that could be  
9 theoretically avoided if BellSouth was no longer in the  
10 retail business is not relevant to the words that are in  
11 the Act, if those costs are not avoided—if AT&T in 1998 has  
12 15 percent of the lines in the marketplace, the way the  
13 calculation should be done specifically, as the language in  
14 the Act itself says, one would want to make a calculation  
15 of those costs that will be avoided.

16 A [Ms. Winegard] I would like to respond to that, since he  
17 mentioned my name. I did state yesterday—and I stand by my  
18 statement—that if the avoided cost discount, the wholesale  
19 rate, is calculated correctly, BellSouth will be in-  
20 different because it is the retail costs that are avoided  
21 which it will not incur if it sells the service to us, that  
22 would be incurred if it sells the service to a retail  
23 customer. However, the definition of avoided costs that  
24 BellSouth advocates is a much too narrow definition. It  
25 should be the costs that are avoidable. Otherwise, the

1 monopoly carrier-BellSouth-can choose to continue  
2 inefficient operations. And if you look at the Louisiana  
3 Order, if you look at the Georgia Order, if you look at the  
4 Alabama GTE-recommended Order-in those cases, all the  
5 states have said that that narrow definition is much too  
6 narrow, that only the costs that will be avoided; rather,  
7 it is the costs that are avoidable by BellSouth when they  
8 are providing this service to a competing carrier.

9 A [Mr. Lerma] And I'd like to add one last thing, also, with  
10 respect to indirect costs. I've been involved in  
11 proceedings, not just throughout BellSouth, but in other  
12 Bell Operating Company areas as well, and I'm not aware of  
13 any decision yet that hasn't considered indirect costs as  
14 part of the avoided cost calculation. I think it's been  
15 acknowledged that those are costs that should be addressed.  
16 When I think of the fact that, for example, BellSouth in  
17 its cost studies acknowledges, for example, that all sales  
18 expense related to provisioning of residence and business  
19 retail services goes away. Well, if all sales expense goes  
20 away, you have an awful lot of people today involved in  
21 sales expenses that are human resources, overhead type  
22 expenses, that are generated by those people, and I  
23 couldn't possibly understand that there wouldn't be any  
24 impact on the amount of effort and time spent in that human  
25 resource function; and, in fact, if BellSouth says that

1 those costs are not going away, then they're choosing not  
2 to have them go away at this point, because I'll tell you  
3 from a competitive standpoint, it would be forced to re-  
4 look at that whole process, and overheads is generally one  
5 of the first places that's looked at to help reduce costs  
6 to effectively compete. So I believe indirect costs are  
7 costs that definitely should be considered.

8 A *[Mr. Reid]* May I respond? I'd like to add a few things. One  
9 thing is that the AT&T Study is assuming that overhead  
10 costs are proportional or directly proportional to the  
11 direct avoided expenses. If you start looking at the  
12 nature of these costs, for example, if you look at  
13 accounting costs, and you look at what accounting costs are  
14 included in overhead—you've got costs for filling out our  
15 tax returns, costs for our treasury functions, costs for  
16 recording our transactions on our books—those costs are not  
17 going to be impacted by the fact that we resell to AT&T  
18 some of these services. They are assuming in their study  
19 that a proportion of that will go away with the direct  
20 expenses. The only category in accounting, for example,  
21 that I would say would be volume sensitive at all would be  
22 the payroll and the voucher related expenses, which might  
23 be somewhat sensitive to the level of employees.

24 However, we are also going to face the facts that the  
25 accounting for our business is going to be a lot more

1 complex because now we're going to have a different set of  
2 sales channels and so forth that are going to be  
3 interplayed between us and the customer in some situations.  
4 When we are forecasting and when we are provisioning our  
5 services, we can no longer assume that the volume of  
6 increase in customers is going to be served by us. We're  
7 going to have to deal with that extra complexity in the  
8 situation. So that's going to lead to cost increases.

9 I would like to point out another fact, and that is  
10 that the revenues that are subject to resale exclude those  
11 revenues like access and directory advertising, which are  
12 heavy contributors to our profit margin. So those tariff  
13 rates that are subject to resale, in some cases, are below  
14 cost. The FCC had this issue thrown up to them and, in  
15 dealing with it, their basic answer was that it was okay  
16 for below-cost services to receive a discount because they  
17 would be accompanied by proportionate decreases in  
18 expenditures. That's only true if the costs in the  
19 discount equation are those that are actually going to be  
20 avoided by BellSouth. If they're not, then that is not  
21 true and that statement about it's okay to sell below-cost  
22 rates at a discount would not hold water at that point.

23 So those are the extra comments I had.

24 VICE CHAIRMAN BRADLEY: Mr. Kaserman, I  
25 think you had a response?

1 A Yes, thank you.

2 Two things. First of all, in a competitive environ-  
3 ment, if there are costs you can avoid, you will avoid  
4 them. It's only in this situation where, if you choose not  
5 to avoid them, your competitor pays a higher price for the  
6 inputs they need to compete with you, would you choose not  
7 to avoid costs that you could avoid. So, by adopting the  
8 standard that BellSouth is advocating, you create what is  
9 commonly called a moral hazard: you create an incentive  
10 mechanism for them not to avoid the costs because, by not  
11 avoiding them, they keep these people out of the market.

12 Let me say a word about this indifference notion. I  
13 hate to disagree with my own side of the table over here,  
14 but I don't think they're going to be indifferent. If I'm  
15 a monopolist and I sell something to somebody for resale  
16 and I sell it to them with a \$10 discount and my costs go  
17 down \$10—our revenues went down \$10, my costs go down \$10—  
18 you say, "*Well, gee, you're indifferent; your profits are*  
19 *the same.*" I'm not indifferent because my profits are not  
20 going to be the same because now I've got a competitor in  
21 my market that I have to compete with, and that's where the  
22 source of—whatever the opposite of *indifference* is—  
23 difference, I guess, comes from. They're not going to be  
24 indifferent; they're going to be very concerned about  
25 companies coming in to compete with them.



1           Finally, one last point. There is an attempt here to  
2       tie the wholesale discount, which is a per unit wholesale  
3       discount, to the market share loss that they're expecting  
4       to recover. Nobody expects these people to lose  
5       100 percent of their market. This is an estimation  
6       algorithm, and a very neutral assumption, to try to arrive  
7       at an estimate of what the per unit avoidable costs or  
8       avoided costs are. If the Company can avoid 20 percent per  
9       unit by exiting the market, that 20 percent is only applied  
10      to the number of units that these people are able to take  
11      away from them in a competitive environment. We don't  
12      expect them to exit the market, and what it comes down  
13      to--this is a little technical and I hesitate to get into  
14      it--but it comes down to whether there are economies of  
15      scale in the provision of retail stage services or  
16      diseconomies of scale; and what this algorithm implicitly  
17      assumes is, there are constant returns to scale in the  
18      provision of retail services. If there are nonconstant  
19      returns to scale--this is not network stuff, this is retail  
20      stage--if anything, there are probably diseconomies of  
21      scale, and this assumption would actually understate the  
22      magnitude of the avoided costs if there are diseconomies.  
23      But it's a neutral assumption; it is simply an algorithm.  
24      You can't tie the percent avoided per unit to some  
25      hypothetical market share loss. The two percentages are

1 just totally independent of each other.

2 Thank you.

3 VICE CHAIRMAN BRADLEY: Do any of the  
4 Commissioners have any questions regarding  
5 this issue? I have one.

6 **EXAMINATION BY VICE CHAIRMAN BRADLEY:**

7 Q I think both sides have used the word *avoided* and *avoidable*  
8 two different times. To me, there is a different  
9 terminology in those two words. I assume that it is with  
10 y'all?

11 A *[Mr. Varner]* Yes, it is, Commissioner. I keep passing this  
12 thing back and forth, so that's what I wanted to get back  
13 to. If you look in the language of the Act, and I'll  
14 quote--the costs that they're talking about are:

15 ... those costs attributable to any marketing,  
16 billing, collections, and other costs that will  
17 be avoided by the local exchange carrier.

18 It doesn't say *avoidable*; it says *those costs that will be*  
19 *avoided*.

20 Taking Dr. Kaserman's example of a postage meter: now,  
21 he may not like that we have to continue to have a postage  
22 meter if we lose some of the customers and have to continue  
23 to send out bills, but we will continual to incur that cost  
24 as long as we have customers. Consequently, that cost will  
25 not be avoided as a result of having resold some services--

1 by having some services resold by AT&T. I think that's  
2 somewhat of a fallacy that's been created here—the  
3 construct that AT&T has put up on their Study has been one  
4 that says, *Let's assume BellSouth is no longer a retail*  
5 *company; now, what costs would they not incur?* That's not  
6 the standard that was put into the Act. That may be the  
7 standard that they would want to apply, but that's not the  
8 standard that the Act requires. It says, the costs that  
9 will be avoided as a result of having these services  
10 available for resale.

11 VICE CHAIRMAN BRADLEY: Mr. Kaserman, a  
12 mighty brief response.

13 A *[Mr. Gillan]* I've actually been trying to stay out of this,  
14 but I guess I can't.

15 The question back to the difference between what will  
16 be avoided and avoidable—I'm not a lawyer, so maybe I don't  
17 bring enough complexity to this question, but it seems to  
18 me the phrase *will be avoided* and the phrase *avoidable* are  
19 basically the same thing. And this use in walking around  
20 logic, what are you trying to do? You're trying to figure  
21 out how much of the costs are associated with doing retail  
22 activities. And if AT&T is doing retail activities and  
23 BellSouth isn't, then, it seems to me, the reasonable way  
24 of saying that is, *those are the costs that are avoidable*  
25 *or will be avoided.* That's what you're trying to get at:

1        what are these costs that are retail related, and I guess,  
2        in my mind, the simplest example is advertising.  
3        Advertising in the future is going to go up for BellSouth  
4        because they're going to be competing. But just because  
5        they're going to be competing and spending more dollars on  
6        advertising doesn't mean that their competitors should pay  
7        their advertising costs because Bell is not avoiding them.  
8        That's a clear example, in my mind, of something that the  
9        point of this is, is to not have the competitor pay for  
10       BellSouth's advertising whether or not in the future  
11       BellSouth actually spends more or less on it. That's an  
12       activity that's not related to providing the wholesale  
13       service. And that's really, in that very simple term, what  
14       this is all about--is remove it from those retail prices, an  
15       estimate of the retail avoided costs.

16                And, again, we go back and forth on *avoidable* and  
17       *avoided* and *will be* and *theoretical*, and Dr. Parsons says  
18       it's not supposed to be theoretical. In my world, anytime  
19       you use the phrase *will be*, you stepped firmly into theory  
20       because we ain't there yet. I think this reality is *has*  
21       *been*; not *will be*.

22                        VICE CHAIRMAN BRADLEY: What I think we  
23       need to do at this point is for each  
24       question that Mrs. Taylor asks, that  
25       whoever she addresses it to would answer,

1 please, and then let's get a response, and  
2 then let's move on to the next question,  
3 because I understand if we start getting  
4 into theories and all this, we're going to  
5 be here next week still on two or three of  
6 these questions. And I know people have  
7 time schedules and flights in and out of  
8 Columbia, and etcetera, and what the  
9 Commission's schedule is for next week  
10 also. So, if we could, let's proceed on  
11 that basis and then if the Chair feels like  
12 we need to vary on a particular question or  
13 something, then we'll do that, but why  
14 don't we proceed on that basis.

15 Thank you. Mrs. Taylor?

16 Q [Mrs. Taylor] Why don't we back up a little bit; we've clearly  
17 jumped into the middle of things, and the concerns, and  
18 we're going to be crossing over here to some of the good  
19 summaries that we've received, but let's back up and  
20 discuss your methodologies used to calculate the wholesale  
21 discounts, and why you feel that your methodology is  
22 superior to your opponent's methodology. And we can begin  
23 with BellSouth.

24 A [Mr. Reid] Okay. BellSouth has, and I discuss it some in my  
25 testimony, we've provided two calculations of the wholesale

1 discount, a Study that is based on plain wording of the  
2 Act, which would be those costs that will be avoided, and  
3 we've discussed somewhat that concept. We did a Study, we  
4 went through our customer related costs by work activity  
5 and we determined those costs that would be avoided when we  
6 sell to a reseller that would be interacting with the  
7 customer-things like preparing the bill and mailing the  
8 bill. In that Study, we did not include the costs that  
9 we'll incur to prepare the bill to mail to AT&T. That  
10 would be an additional cost that there would be a valid  
11 reason to include that, but we didn't have that priced out  
12 and we did not include that cost in there. The cost  
13 increase is conservative, so it's conservative from that  
14 standpoint.

15 In our FCC Compliance Study, we also did a detailed  
16 analysis of all of our work activities, but we did that  
17 Study based on the avoidable concept, reasonably avoidable.  
18 And in that concept, we did treat most of product  
19 advertising and most of sales expenses as avoided or  
20 avoidable, and we came up with a 13.2 percent following the  
21 FCC's methodology for the wholesale discount under that  
22 situation. But, again, it's based on South Carolina data,  
23 it's based on a detailed study of 1995 work activity costs,  
24 determining what costs would continue under a completely  
25 wholesale environment under the FCC's Study.

1           AT&T has modified the FCC's methodology, in my  
2 opinion, in a number of ways. We talked about indirect  
3 allocations; in our FCC Compliance Study, we used the  
4 formula the FCC used to allocate indirects, and so in that  
5 Study we did include indirects as avoided. AT&T modified  
6 that formula, and the result of that modification was to  
7 drive more indirect costs to avoided than the FCC's  
8 formula. The FCC had assumed, for example, 90 percent as  
9 a default range for these customer services type accounts,  
10 marketing and customer services--and included in these  
11 accounts are things like serving the interexchange carriers  
12 today. We have a service bureau that, in effect, serves  
13 interexchange carriers. The cost of that is in these  
14 accounts. The cost of our public business is in these  
15 accounts, including the commissions that we pay to the  
16 location provider. Those type of costs are in these  
17 accounts and should not be avoided or should not be treated  
18 as avoided, and we did not in our Study. We did a detailed  
19 study of that.

20           AT&T read the Telecommunications Act to say that all  
21 marketing, all billing, all collection costs, should be  
22 treated as avoided up front, so 100 percent of those  
23 accounts, they treated as avoided, and only a small  
24 percentage did they relate to access costs and that small  
25 percentage, they apparently got from a BellAtlantic PA,

1 Pennsylvania case, which I'm not really sure how that was  
2 computed, but it's certainly not relevant to South  
3 Carolina.

4 So, for that reason, I think our studies--both our  
5 BellSouth Study, which we fully support in conformance with  
6 the Act, and our FCC Compliance Study are the ones the  
7 Commission should take note of.

8 Thank you.

9 Q [Mrs. Taylor] Before I go to AT&T, let me follow up with a few  
10 direct questions. Then we'll move to you.

11 Does your methodology take into account that an  
12 incumbent's rates are not necessarily cost based and may  
13 reflect some social pricing considerations?

14 A [Mr. Reid] No, it does not, from the standpoint of the  
15 denominator of the equation is the revenue that we've  
16 received from those tariffs that are currently approved by  
17 the Commission. So, to the extent that those are below-  
18 cost tariffs, the denominator of the equation is lower than  
19 it otherwise would be if it were stated at full cost, and  
20 if we actually rebalanced our rates, the end result would  
21 be a lower discount because the revenues, which are the  
22 denominator, would be higher--those revenues subject to the  
23 services being resold would be higher. So, under that  
24 situation, the discount will be a lower number.

25 In fact, that's one of the main reasons, if you look



1 at the difference between states, if you look at a state  
2 like Florida, our formulas and our methodology will produce  
3 a higher discount rate, and that's because the revenues  
4 subject to resale—the local rates and so forth—are lower  
5 because of higher contribution coming from things like  
6 access and directory advertising in Florida.

7 So, no, we have not taken that into consideration at  
8 this point. If rates were rebalanced at some later point  
9 in time, that would mean the discount is probably  
10 overstated at that point.

11 Q [Mrs. Taylor] Does your methodology consider the existing  
12 network, as is?

13 A [Mr. Reid] Yes.

14 Q [Mrs. Taylor] Is that required by the Act?

15 A [Mr. Reid] When it comes to the wholesale prices, it probably  
16 does because it's relating to the existing tariff rates and  
17 the existing services. So it's not unbundling at that  
18 point in time. The unbundling issue would be another issue  
19 unrelated to the wholesale prices.

20 Q And now we'll go to the AT&T panel.

21 A [Mr. Lerma] Yes. With respect to the avoided cost model that  
22 AT&T has used in this proceeding, I can tell you  
23 specifically that the costs that are reflected as avoided  
24 are those costs specifically mentioned in the Act in  
25